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# fashion calendar

circle 7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

## 1954

### january

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### february

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### march

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### april

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### august

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## 1955

### january

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### february

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### march

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### april

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| | **WEEK ENDING FRIDAY, NOVEMBER 19, 1954** | | |
| Friday Nov. 19 1:00 P.M. | SHOWING OF SPRING COLLECTION | TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Talmack will show at 1:00 P.M. daily. Contact: Bill Laird, BR. 9-1195. | | |
| Friday Nov. 19 2:30 P.M. | SHOWING OF SPRING COLLECTION | BENDER & HAMBURGER CO. | 498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| | Showing of Spring collection of Benham Originals at 2:30 P.M. daily. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447. | | |
| Friday Nov. 19 | SPRING AND SUMMER RAINWEAR COLLECTION | LAWRENCE OF LONDON | 512 SEVENTH AVENUE SHOWROOM - 20TH FL. |
| | Continuous daily showings of the rainwear collection for Spring and Summer 1955, designed by Adele Lawrence. Contact: CH. 4-3815. | | |
| Friday Nov. 19 6:00 P.M. Cocktails | WEEKLY MILLINERY FASHION SHOWS | LEADING NEW YORK MILLINERS | HOTEL PIERRE CAFE PIERRE |
| | Nov. 19: Margaret Kroder. Dec. 3: Don Marshall. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | | |
| Saturday Nov. 20 11:00 A.M. | "OPULENT LOOK" -- FASHION PRESENTATION | JAY THORPE | 2ND FLOOR |
| | Showing of Jay Thorpe's "Opulent Look" fashions, made from Celanese acetate fibers. Open to public. Publicity: Jane Negbaur, JU. 6-1000. | | |
| Saturday Nov. 20- Nov. 28 12:00 Noon- 10:00 P.M. | FIRST WINTER SPORTS SHOW | INTERNATIONAL WINTER SPORTS SHOW, INC. | MADISON SQ.GARDEN 8TH AVE. & 49TH ST. |
| | Displays of Winter fashions and sports equipment; exhibits of resort centers. Afternoon and evening fashion shows; and four ice shows daily. Admission: $1.50, adults; 75¢, children. Contact: Susan Schmidt at Int'l Winter Sports Show, 1846 Broadway, CO. 5-1377. Publicity: Betty Impellitteri Assoc., 30 Central Park South, PL. 3-1170. | | |
| | **WEEK BEGINNING MONDAY, NOVEMBER 22, 1954** | | |
| Beginning Monday Nov. 22 10:30 A.M. | OPENING OF SPRING COLLECTIONS | MARGOT DRESSES & ARKAY JUNIOR FROCKS | 498 SEVENTH AVENUE SHOWROOM - 19TH FL. |
| | Showing of Spring collections by Anne Fogarty of Margot Dresses, 10:30 A.M. and 4:00 P.M.; and Madeleine Fauth of Arkay Junior Frocks at 10:30 A.M. and 2:00 P.M. Contact: William Durland, LO. 5-2626. | | |
| Monday Nov. 22 1:00 P.M. Luncheon | BOUTIQUE AND FUR FASHIONS AT LUNCHEON | VALIA'S BOUTIQUE & MAISON LEON FURS, LTD. | HOTEL PLAZA TERRACE ROOM |
| | Showing of blouses, skirts and dresses by Valia; and Maison Leon's fur fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Monday Nov. 22 2:30 P.M. | SHOWING: AMBER JEWELRY COLLECTION | ALLA KENT | 389 FIFTH AVENUE ROOM 711 |
| | Alla Kent will show her new collection of amber and multi-colored necklaces and earrings at 2:30 P.M. daily. Contact: Steven Brady, MU. 3-5777. | | |
| Monday Nov. 22 4:00 P.M.- 8:00 P.M. Cocktails | ANTIQUE JEWELS AND NEW DESIGNS | CHARLES WALKER-- PETIT MUSEE, LTD. | 16 WEST 58TH STREET |
| | Charles Walker--Petit Musee collection of antique jewels and original new designs, as well as "Diamonds U.S.A." award-winning ring. By invitation only. Contact: Charles Walker, PL. 3-3997. | | |
| Beginning Monday Nov. 22 | MODERN & ANTIQUE DOLL COLLECTIONS | MARTIN'S (BROOKLYN) | DOLL HOUSE FUR STORAGE BUILDING |
| | The old and new in doll collections -- antique dolls and modern couturier designs at Martin's. Publicity: Rita Dobbins, TR. 5-3100. | | |
| Monday Nov. 22 6:30 P.M.- 8:30 P.M. | 8TH DESSION: FASHION TRAINING COURSE | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | COMMUNITY BUILDING 40 EAST 35TH STREET |
| | "Display Television"--Interior, Window, Fashion Display; Fashion Applied to Television. Speakers: Catherine D'Alessio, NBC-TV; Tom Lee, Tom Lee, Ltd. $2.00 per lecture. Contact: The Fashion Group, CI. 7-3940. | | |
| Monday Nov. 22 7:00 P.M.- 8:45 P.M. | 26TH ANNUAL SURVEY OF ADVERTISING COURSE | ADVERTISING WOMEN OF NEW YORK, INC. | HOTEL ASTOR |
| | Subject: "Direct Mail"--The Direct Approach to the Consumer. Speakers: A.M. Sullivan, Dun & Bradstreet, Inc.; Helen Tarbox, George R. Bryant Co. of N.Y.; William Baring-Gould, "Life" Magazine. $2.00 per lecture. Contact: Advertising Women, 110 W. 47th St., CI. 5-4149. | | |
| Monday Nov. 22 8:30 P.M. | TWENTY-FIRST ANNUAL "NIGHT OF STARS" | FOR BENEFIT OF UNITED JEWISH APPEAL | MADISON SQUARE GARDEN 8TH AVE. & 49TH ST. |
| | Annual show for benefit of United Jewish Appeal featuring stars of screen, stage, radio and TV including Eddie Fisher, Walter Hampden, Johnnie Ray, Tony Bennet, Barry Gray and others. Tickets: $1.00-$25.00. Contact: Night of Stars, 220 W. 58th St., CO. 5-0877. | | |
| Tuesday Nov. 23 9:15 A.M. Breakfast | PREVIEW: RESORT & CRUISE COLLECTION | MARTHA, INC. | 501 MADISON AVENUE (AT 52ND ST.-12TH FL. |
| | Martha, Inc. of Southampton and Palm Beach will present their Resort and Cruise ready-to-wear and custom-order collection of daytime, cocktail and evening dresses with designs by Miss Lynn. By invitation. Publicity: Van der Hotaling, 4 East 36th St., MU. 3-6923. | | |
| Tuesday Nov. 23 11:00 A.M. | PRESS PREVIEW: GIFTS AND ACCESSORIES | BERGDORF GOODMAN | 4TH FLOOR |
| | Christmas gifts and accessories will be presented at a preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300. | | |
| Tuesday Nov. 23 12:30 P.M. Cocktails-Luncheon | PRESS PREVIEW OF B.G.E. ORIGINALES | BAILEY, GREEN & ELGER (136 MADISON AVENUE) | WALDORF-ASTORIA ASSEMBLY SUITE |
| | A showing of the Spring button line, with special emphasis on original designs from England, France, Italy, Holland, Austria and Western Germany. Luncheon at 1:00 P.M. By invitation only. Contact: Robert F. Boschen, President, Bailey, Green & Elger, MU. 4-3260. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Nov. 23 2:30 P.M. Dessert | PREVIEW OF "CREST LINEN" SPORTSWEAR | ROSECREST MFG. CO. | 1407 BROADWAY SHOWROOM - 34TH FL. |

Presentation of Rosecrest's new "Crest Linen" sportswear collection of coordinates and skirts, in new fashion colors. For press and resident buyers, by invitation only. Visiting buyers by reservation. (Note Change of Date). Contact: Leon Rosenberg, CH. 4-5584.

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| Tuesday Nov. 23 8:00 P.M. Dinner-Dance | "PARTY OF THE YEAR" FOR COSTUME INSTITUTE | COSTUME INSTITUTE-- MET. MUSEUM OF ART | WALDORF-ASTORIA GRAND BALLROOM |

"The Crystal Ball"--seventh annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: $60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, Metropolitan Museum, TR. 9-5500.

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| Wednesday Nov. 24- Feb. 13 | EXHIBIT OF EUROPEAN PRINTS | MUSEUM OF MODERN ART | 11 WEST 53RD STREET AUDITORIUM GALLERY |

An exhibition of original graphic works, from the collection of the Museum, selected by William S. Lieberman, Curator. Contact: Elizabeth Shaw, CI. 5-8900.

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| Thursday Nov. 25 9:45 A.M. | TWENTY-EIGHTH ANNUAL THANKSGIVING DAY PARADE | MACY'S NEW YORK Dedication | FROM 77TH ST. & CENTRAL PARK WEST |

Theme: "For the Joy of Children Everywhere"--Santa Claus will arrive in New York with Macy's 28th Annual Thanksgiving Day Parade, which will start at 9:45 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway through Times Square to 34th Street, turning West and arriving at the reviewing stand in front of Macy's ~~about~~ shortly before 11:00 A.M. to 12:00 Noon. There will be 4 mammoth balloons; 10 floats, depicting fairy tales and modern characters; 10 championship bands; and over 50 comedy groups, live clowns, animals and thousands of costume marchers and clowns. ~~Official theme song - "The March of the Christmas Toys", played by 160 piece band.~~ Publ: Barbara Gray or ~~Joe Liebman~~ Sam Gershman, CH. 4-2000.

A Child's Life —

Santa arrives at Macy's 12:00

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| Thursday Nov. 25 10:00 P.M. | FIFTH ANNUAL "GOTHAM BALL" | BENEFIT OF N.Y. FOUNDLING HOSPITAL | HOTEL PLAZA GRAND BALLROOM |

Formal presentation of debutantes to Cardinal Spellman at annual Gotham Ball. By invitation only. Publicity: Helen Havener, CH. 3-3623.

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| Friday Nov. 26 2:00 P.M. | HOLIDAY FASHION PRESENTATION | LORD & TAYLOR | YOUNG NEW YORKER 6TH FLOOR |

Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.

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| Friday Nov. 26 | RUSSEKS' JUNIOR FASHION PRESENTATION, ORIGINALLY SCHEDULED FOR FRIDAY, NOV. 26, AT 2:30 P.M., HAS BEEN CANCELLED. |

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| Beginning Friday Nov. 26 | "PLACE ELEGANTE" BOUTIQUE SHOP | BLOOMINGDALE'S | 3RD FLOOR |

Bloomingdale's will feature special Christmas gift shops on every floor. Santa Claus will distribute gifts on 6th floor. Publicity: Alice Hutton, EL. 5-6400.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Sunday Nov. 28-Nov. 29 4:00 P.M. | SPRING AND SUMMER 1955 SHOE FASHIONS | POPULAR PRICE SHOE SHOW OF AMERICA | HOTEL NEW YORKER GRAND BALLROOM |
| | "Shoedunnit"--the Popular Price Shoe Show of America will present an industry showing of Spring and Summer shoes for men, women and children. Displays at Hotels McAlpin and New Yorker through Dec. 2. Producer: Doris A. Weston, PL. 9-5844. Contact: MU. 2-8704. | | |
| Tuesday Nov. 30 12:00 Noon Luncheon | READY-TO-WEAR LUNCHEON MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA GRAND BALLROOM |
| | "The Way of American Fashion"--Digest of the Spring Ready-To-Wear Collections with a Glance into Summer. Speaker & commentator: Andrew Goodman, President, Bergdorf-Goodman. Co-Chmn.: Adelia Bird Ellis, Forstmann, Inc.; Alice Burrows, T. Eaton & Co., Ltd. Price: $6.75 for members; $8.00 for guests. (Reservations close Mon., Nov. 29, 12:00 Noon.) Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872. | | |
| Tuesday Nov. 30 2:30 P.M. | RESORT FASHIONS BY HENRY ROSENFELD | RUSSEKS FIFTH AVENUE | 7TH FLOOR |
| | Russeks will present Resort fashions by Henry Rosenfeld. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900. | | |
| Tuesday Nov. 30 5:00 P.M.-7:30 P.M. | CHAMPAGNE TASTING PARTY FOR PRESS | JULIUS WILE SONS & CO. | EL MOROCCO 154 EAST 54TH STREET |
| | Julius Wile Sons will invite the press to a champagne tasting party to introduce the new Bollinger 1947 vintage. By invitation only. Publicity: Ruth Ackerman at Robert Taplinger Assoc., 608 Fifth Ave., PL. 7-8040. | | |
| Wednesday Dec. 1 12:00 Noon Cocktails-Luncheon | INTRODUCTION OF NEW BEAUTY PRODUCTS | PROCTER & GAMBLE | HOTEL AMBASSADOR DIPLOMAT SUITE |
| | Procter & Gamble will introduce a new product to the beauty press. By invitation only. Publicity: Pauline Bowie, Verne Burnett Associates, 522 Fifth Ave., MU. 7-9030. | | |
| Wednesday Dec. 1 12:30 P.M. Luncheon | FUR FASHIONS DURING LUNCHEON | REVILLON FRERES | HOTEL PIERRE COTILLION ROOM |
| | Revillon Freres' Winter furs at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Revillon Publ.: Mr. W.C. Paige, PL. 9-5504. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | | |
| Wednesday Dec. 1 12:30 P.M. Luncheon | LUNCHEON FASHION PRESENTATION | MISS LILI OF BEVERLY HILLS | WALDORF-ASTORIA EMPIRE ROOM |
| | Showing of custom-order cocktail and dinner fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Miss Lili Contact: 18 W. 55th, JU. 6-6750. Waldorf Fashion Dir.: Madeleine Riordan, EL.5-3000. | | |
| Wednesday Dec. 1 4:00 P.M. Champagne | PREVIEW OF SPRING SEPARATES COLLECTION | AMCO OF NORVELT | 1407 BROADWAY SHOWROOM - 17TH FLOOR |
| | Preview of Spring collection, designed by John Weitz. By invitation only. Publicity: Laurel Cutler, C.J. Herrick Assoc., TR. 9-6310. | | |
| Wednesday Dec. 1-Dec. 3 | FIFTH-NINTH ANNUAL INDUSTRY MEETING | NATIONAL ASSOCIATION OF MANUFACTURERS | WALDORF-ASTORIA |
| | Theme: "Building A Better America"--annual Congress of American Industry, which 3,000 manufacturers will attend. There will be a special session for women. Contact: N.A.M., 2 E. 48th St., MU. 8-4200. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday Dec. 2 4:00 P.M. Cocktails | PREVIEW OF ADVANCE SPRING MILLINERY | MR. ARNOLD | 19 WEST 57TH STREET SALON - 5TH FLOOR |
| | Mr. Arnold will present his advance Spring millinery collection. By invitation only. Contact: PL. 1-3284. | | |
| Friday Dec. 3 3:00 P.M. | FASHION BENEFIT IN PALM BEACH | PALM BEACH COUNTY CRIPPLED CHILDREN'S SOC. | LA COQUILLE PALM BEACH, FLORIDA |
| | Invited members of the press, celebrities and sponsoring companies-- Celanese Corp. of America, Field & Flint, Milton J. Fuller, Gotham Hosiery, Jantzen Swimsuits, Lilli Ann, Palm Beach Co., Pan American, J. & J. Slater -- leaving Idlewild at 3:00 P.M. by chartered P.A.A. Clipper -- will be guests of Spelman Prentice, owner of La Coquille. On Saturday night, "Celanese Ball"; Sunday afternoon, fashion show, cocktail party and water ballet. By invitation only. La Coquille Fashion Co-ordinator: Kathleen Low. Publicity: Ruth Ackerman at Robert S. Taplinger & Assoc., 608 Fifth Ave., PL. 7-8040. | | |
| Monday Dec. 6 9:30 A.M. | "FIGURE FLATTERY IN DUPLICATE" | RUBBER FABRICS CO., BRAFOAM SUPPLIERS | HOTEL PIERRE COTILLION ROOM |
| | Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. These bras will be coordinated with suits and separates by Bellciano; after-five fashions by Rudolf. By invitation only. Publicity: Albert Millet, 261 Fourth Ave., GR. 7-6610. | | |
| Monday Dec. 6 7:00 P.M. Dinner | HONOR DINNER FOR "KEY WOMEN OF THE YEAR" | FEDERATION OF JEWISH PHILANTHROPIES OF N.Y. | HOTEL DELMONICO BALLROOM |
| | Fund raising dinner by the Fashion Division of the Federation of Jewish Philanthropies of N.Y.. Co-Chmn: Nettie Rosenstein and Tobe. Price: $7.50. Contact: Mrs. Sylvia Rosh, Fashion Div., PL. 1-1000, Ext. 348. | | |
| Tuesday Dec. 7 12:30 P.M. Luncheon | FASHIONS BY LEADING CANADIAN DESIGNERS | ASSOCIATION OF CANADIAN COUTURIERS | HOTEL PIERRE COTILLION ROOM |
| | The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading designers -- with Canadian models. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Show Publicity: Mollie Baldwin, LE. 2-4281. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | | |
| Tuesday Dec. 7 2:30 P.M. | RESORT FASHIONS BY SUZY PERETTE | RUSSEKS FIFTH AVENUE | 3RD FLOOR |
| | Russeks will present Resort fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900. | | |
| Tuesday Dec. 7 4:00 P.M. Cocktails | PREMIERE SHOWING OF DAYTIME FASHIONS | LILLIAN RUSSELL | 1350 BROADWAY SHOWROOM |
| | Showing of daytime dresses designed by John Weitz. By invitation only. Publicity: Laurel Cutler, C. J. Herrick Assoc., TR. 9-6310. | | |
| Wednesday Dec. 8 12:00 Noon Luncheon | PRESS PREVIEW: SPRING LINGERIE AND HOSIERY | LUXITE LINGERIE & HOSIERY (330 FIFTH AVE.) | AMBASSADOR HOTEL DIPLOMAT SUITE |
| | Showing to the press of Luxite lingerie and hosiery for Spring and Summer. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. N.Y. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Wednesday Dec. 8 12:30 P.M. Luncheon | RESORT FASHIONS AT LUNCHEON SHOW | CAROLYN SCHNURER | HOTEL PIERRE COTILLION ROOM |
| | Showing of Carolyn Schnurer's Resort fashions, available at B. Altman & Co, Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Schnurer Contact: Lee Weber, CH. 4-4587. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | | |
| Wednesday Dec. 8 12:30 P.M. Luncheon | RESORT FASHIONS AT LUNCHEON SHOW | ARNOLD CONSTABLE | WALDORF-ASTORIA EMPIRE ROOM |
| | Arnold Constable will present Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | | |
| Thursday Dec. 9 10:00 A.M.& 3:00 P.M. | PREVIEWS: SLEEPWEAR, PETTICOATS & SLIPS | MUNSINGWEAR, INC. | 261 MADISON AVENUE (AT 38TH STREET) |
| | Preview for press at 10:00 A.M. and resident buying offices at 3:00 P.M., showing Munsingwear's Spring sleepwear, petticoats and slips for misses and women. By invitation only. Contact: Gertrude Gillespie or Margot Auerbacher (after Dec. 6), MU. 2-5580. | | |
| Thursday Dec. 9 5:30 P.M. | LIGHTING OF CHRISTMAS DISPLAY | SAKS FIFTH AVENUE & ROCKEFELLER CENTER | FIFTH AVENUE 49TH - 50TH STREETS |
| | Saks Fifth Avenue's Christmas display will be coordinated with Rockefeller Center's outdoor spectacle. Twenty-four heroic angels, from 8 to 13 feet tall, made of aluminum, brass and copper wire by English sculptress Valerie Clarebout, will be featured. Twelve angels from Saks will look directly across Fifth Avenue to the twelve angels in the Promenade of Rockefeller Center. Contact: Carolyn Hood, CI. 5-9000. Saks Publicity: Carolyn Haight, PL. 3-4000. | | |
| Saturday Dec. 11- Dec. 15 | DISPLAY MARKET WEEK IN NEW YORK | NATIONAL ASS'N OF DISPLAY INDUSTRIES | HOTEL NEW YORKER |
| | Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Ave., Chicago, Illinois. | | |
| Tuesday Dec. 14 4:00 P.M. Cocktails | NORWAY-INSPIRED FASHIONS BY CAROLYN SCHNURER | NORWEGIAN INFORMATION OFFICE | 345 EAST 46TH STREET CARNEGIE BUILDING |
| | Norwegian Reception with a private showing of the Carolyn Schnurer Resort collection, inspired by her trip to Norway. Admittance by invitation only. Norway Information: Jon Embertsen, MU. 3-8933. Fashion information for Norwegian collection: Mrs. D.J. Todd at Peck & Peck, OR. 3-4700. | | |
| Wednesday Dec. 15 12:00 Noon Box Lunch | PREVIEW OF SPRING HAT COLLECTION | GARDNER HATS INC. | 1 WEST 39TH STREET SHOWROOM |
| | Showing of Gardner's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | | |
| Wednesday Dec. 15 12:30 P.M. Luncheon | RESORT & TRAVEL FASHIONS AT LUNCHEON | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA EMPIRE ROOM |
| | Russeks will present fashions for Resort and Travel during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Thursday Dec. 23 8:00 P.M. Dinner | FIRST INTERNATIONAL PRESS BALL | THE FOREIGN PRESS ASS'N OF AMERICA | WALDORF-ASTORIA GRAND BALLROOM |
| | International Press Ball, sponsored by Foreign Ambassadors and outstanding personalities representing stage, screen and press. Master of ceremonies: Victor Borge. For benefit of: The International Children's Fund, N.Y. Herald Tribune's Fresh Air Fund, N.Y. Times 100 Neediest Cases and the N.Y. Journal American Milk Fund. Price: $40.00 per ticket. For reservations, contact: Liselle Nigot at the Waldorf, EL. 5-7565. Executive Ball Secretary: Agnethe Tryde, 1 W. 67th St., EN. 2-6700, Ext. 413. | | |
| Dec. 25 | CHRISTMAS DAY (Saturday) | | |
| Beginning Monday Dec. 27 | PREVIEW OF SPRING JEWELRY COLLECTION | THE NAPIER CO. | 389 FIFTH AVENUE SHOWROOM - 8TH FL. |
| | Preview for press and trade of the Spring and Summer collection of Napier Fashion Jewelry. For appointments, contact: MU. 5-7390. | | |
| Wednesday Jan. 5 10:00 A.M. | PRESS PREVIEW OF BRIDAL FASHIONS | JAY THORPE | 5TH FLOOR BRIDAL SALON |
| | Showing of Spring bridal fashions at a preview for the press. By invitation only. Publicity: Jane Negbaur, JU. 6-1000. | | |
| Thursday Jan. 6 9:30 A.M.- 11:30 A.M. Breakfast | PREVIEW: LA TAUSCA COSTUME JEWELRY | THE HELLER-DELTAH CO. | HOTEL PLAZA |
| | Informal display of costume jewelry and simulated pearls for Spring 1955. By invitation only. Publicity: Lillian Libman at Constance Hope, 200 W. 57th St., PL. 7-0515. | | |
| Thursday Jan. 6 10:00 A.M. Coffee | SPRING MILLINERY AT PRESS SHOWING | SALLY VICTOR | 18 EAST 53RD STREET SALON |
| | Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450. | | |
| Monday Jan. 10 4:00 P.M. Cocktails | PRESS PREVIEW OF SPRING MILLINERY | LADDIE NORTHRIDGE (16 WEST 57TH ST.) | HOTEL PIERRE ROOF |
| | Laddie Northridge will present his Spring millinery collection to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | | |
| Monday Jan. 10- Jan. 13 | FORTY-FOURTH ANNUAL CONVENTION | NATIONAL RETAIL DRY GOODS ASS'N. | HOTEL STATLER |
| | Theme: "Meeting Competition Profitably"--33 session conference planned to provide the nation's retailers with detailed information on the latest techniques and trends in store operation. Contact: Robert J. Mayer, Director of Public Relations, 100 W. 31st St., CH. 4-8780. | | |
| Tuesday Jan. 11 9:30 A.M. Breakfast | PRESS PREVIEW OF SPRING MILLINERY | BEATRICE MARTIN (16 WEST 57TH ST.) | PLACE TO BE ANNOUNCED |
| | Beatrice Martin will present her Spring millinery to the press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | | |
| Wednesday Jan. 12 9:30 A.M. Breakfast | PREVIEW OF SPRING MILLINERY COLLECTION | GUSTAVO (59 WEST 56TH ST.) | PLACE TO BE ANNOUNCED |
| | Showing of Gustavo's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | | |

## MOVIES...MUSIC...THEATRE...OPERA

Saturday Nov. 20 — OPENING: "WEDDING BREAKFAST" 48TH STREET THEATRE, 158 W. 48TH ST. Kermit Bloomgarden's new comedy-drama by Theodore Reeves with Lee Grant, Harvey Lembeck, Anthony Franciosa, Virginia Vincent. Director: Herman Shumlin. Settings: William and Jean Eckart. Costumes: Edith Luytens. (Note Change of Date). Publicity: James Proctor, VA. 6-5084.

Monday Nov. 22 — THIRD WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY Mon., Nov. 22: Gounod's FAUST. Wed., Nov. 24: Verdi's LA TRAVIATA. Thurs., Nov. 25: Rossini's IL BARBIERE DI SIVIGLIA. Fri., Nov. 26: Wagner's DIE MEISTERSINGER. Sat., Mat., Nov. 27: Puccini's MADAMA BUTTERFLY. Sat., Eve., Nov. 27: Mascagni's CAVALLERIA RUSTICANA & Leoncavallo's PAGLIACCI. Publ.: Francis Robinson, PE. 6-1200.

Tuesday Nov. 23 — OPENING: "SANDHOG" PHOENIX THEATRE, 12TH ST. & 2ND AVE. T. Edward Hambleton-Norris Houghton, by special arrangement with Rachel Productions, Howard Da Silva, Arnold Perl, present a musical play by Earl Robinson and Waldo Salt based on Theodore Dreiser's "St. Columba and the River" with David Brooks, Jack Cassidy, Alice Ghostley, Betty Oakes. Director: Howard Da Silva. Settings & lighting: Howard Bay. Choreography: Sophie Maslow. Publicity: Sam Friedman, PL. 7-4380.

Wednesday Nov. 24 — OPENING: "ONE EYE CLOSED" BIJOU THEATRE, 209 WEST 45TH ST. Tom Helmore, Constance Ford, John Baragrey in a new comedy by Justin Sturm, presented by Haila Stoddard. Director: Romney Brent. Settings & lighting: Eldon Elder. Costumes: Virginia Volland. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday Dec. 1 — OPENING: "MRS. PATTERSON" NATIONAL THEATRE, 208 WEST 41ST ST. Leonard Sillman will present Eartha Kitt in a new play, with music by Charles Sebree, Greer Johnson, Enid Market. Featuring: Ruth Attaway, Alonzo Bosan, Vinnie Burrows, Terry Carter. Director: Guthrie McClintic. Songs and incidental music: James Shelton. Setting and costumes: Raoul Pene Du Bois. Publicity: Bill Doll, WI. 7-2386.

Thursday Dec. 2 — OPENING: "ON WITH THE SHOW" MARK HELLINGER THEATRE, 51ST ST. W. OF B'WAY Elizabeth Miele will present a new musical by Frank O'Neill starring Irra Petina with Robert Wright and Paul Valentine. Directors: Charles W. Christenberry, Jr. and Byrle Cass. Musical numbers staged by Gene Bayliss. Scenery: Leo Kerz. Costumes: Michi. Publicity: Nat Dorfman, LO. 3-0858.

Thursday Dec. 9 — OPENING: "PORTRAIT OF A LADY" ANTA THEATRE, 245 WEST 52ND ST. Lyn Austin and Thomas Noyes and The Producers' Theatre will present Jennifer Jones in a new play by William Archibald, based on the novel by Henry James. Featuring: Robert Flemyng, Cathleen Nesbitt, Douglas Watson and Barbara O'Neill. Director: Jose Quintero. Settings & lighting: William and Jean Eckart. Costumes: Cecil Beaton. Publicity: Barry Hyams, CO. 5-4784.

Monday Dec. 13 — OPENING: "LUNATICS AND LOVERS" BROADHURST THEATRE, 235 WEST 44TH ST. Dennis King will be starred in Sidney Kingsley's production of his new farce presented by M. Kirshner. Featuring Sheila Bond, Vicki Cummings, Mary Anderson, Buddy Hackett, Arthur O'Connell, Nat Cantor. Production designed and lighted by Frederick Fox. Women's costumes: Charles Gelatt. Publicity: Richard Maney, CI. 7-4646.